



2015 Lunar New Year Festival

Sponsor Package

Festival location :
Along Garvey Avenue
City of Monterey Park
From Ramona Ave. to Alhambra Ave.

Date & Time :
Feb. 7th. 2015 From 10:00 am ~ 9:00 pm
Feb. 8th. 2015 From 10:00 am ~ 7:00 pm



Co-Produced by :

City of Monterey Park
World Journal LA, LLC



City of Monterey Park Business Improvement District Advisory Committee

Event contact

World Journal LA, LLC
1588 Corporate Center Dr., Monterey Park, CA 91754

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2015 Lunar New Year Festival

Fact

Celebrate the Year of Goat(Sheep) with new hope and prosperity.

The City of Monterey Park and the World Journal LA,LLC are jointly again to producing a festival to celebrate the Chinese Lunar New Year on Feb. 7th and 8th with 7 street blocks over one mile, 2 performance stages, drawing hundreds of thousands of people. It is a festival with the best opportunity for business exposure and community interaction.

Family unity is the central theme of the Lunar Chinese New Year. The holiday brings families together to celebrate. People celebrate the Festival in different ways but activities revolve around well-wishing, good food, shopping, and entertainment. People are warm and friendly to one another; gifts are exchanged among family members, friends, and neighbors. There are many practices that symbolize a new start, homes and businesses are cleaned and cheerfully decorated, new items are bought to replace the old, and many people wear new clothes on New Year's Day.

The Lunar Chinese New Year is traditionally celebrated for a 15-days period which generally falls in January & February of the solar calendar. **For Year of the Goat, the Lunar Chinese New Year day falls on Thursday, February 19, 2015.**

More Facts:

1. This event will be the best opportunity to interact and connect with Chinese communities and promote corporate images.
2. This event will be held in the City of Monterey Park, the heart of Chinese Community in the Southern California with the most concentrated Asian population.
3. This event will be fully supported by City of Monterey Park, many community organizations and associations, etc.

2014 Event attendance : Over 200,000 visitors within two days. (According to MPFD's estimate.)

Media & public bulletin board campaign includes:

1. Four event announcement banners exposure for 21 days on Monterey Park major streets.
2. Printed media: World Journal, Los Angeles Times, San Gabriel Valley Tribute, La Opinion
3. Local Chinese Television channels
4. Radio: Chinese & Hispanic radio broadcast

Previous event sponsors include:

Bank of America, Wells Fargo Bank, CITI Bank, Cathay Bank, East West Bank, New York Life, Southern California Edison, The Gas Company, McDonald's, Toyota, Honda, Hyundai, General Motor, JC Penney, Western Union, Metro, Athen Service, Fantasy Springs Casino, Lincoln Plaza Hotel, Monterey Park Chamber of Commerce, Taiwan Tourism Bureau, Korea Tourism Bureau, China Airlines, China Southern Airlines, MoneyGram, Chunghwa Telecom Global, Tea Station, Allied Physicians IPA, Business Alliance Insurance, Verizon, HealthCare Partners, Union Bank, Home Loan Mortgage, Pechanga Casino, Sceptre, Prince of Peace Ginseng, Care 1st Health Plan, Mass Mutual Financial Group. AT&T, KYMCO, Health Care, Solar Max, Yup Racing.com & more...



Event Gallery of 2014 Lunar New Year Festival





2015 Lunar New Year Festival

Street Map



2014 Chinese New Year Festival
with 200,000 visitors in two days.

(According to Monterey Park Fire
Department's estimate)





2015 Lunar New Year Festival

Sponsor Package Overview

Industry Exclusive \$50,000	Superior \$35,000	Diamond \$20,000	Jade \$10,000	Platinum \$5,000	Gold \$3,000
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PRE EVENT BENEFITS

Large banner on streets exposure 3 weeks before Event with sponsor's name & logo (4 Locations)	●					
VIP at Event press conference	●	●	●			
Guest speaker at Event press conference	●					
Sponsor's Banner at Press Conference	●	●				

EVENT BENEFITS

Prime location booth space (Catering to Sponsor's need. Max 4)	Max.4	Max.4	Max.4	Max.3	Max.2	1
Event entrance banner on balloon arch	1	1				
Logo on 2 stages backdrop	2(L)	2(L)	2(M)	2(M)	2(R)	1(R)
Sponsor's vertical banner on street lamp post	8	6	6	4	2	2
VIP at ribbon cutting ceremony	●	●	●			
Sponsor to be identified at opening ceremony	●	●	●	●	●	●
Guest speaker at opening ceremony	●	●				
Sponsor's stage time (15 minutes)	4	2	2			
Performance in honor of sponsor	Dragon Dance	Lion Dance	Lion Dance			
Sponsor to be announced thru. Event duration	20	18	16	12	8	
Imprinted red envelopes of sponsor name & logo	2000/pks	1000/pks				
Gift copy of Event video for sponsor	●	●	●	●		

MEDIA BENEFITS

Sponsor name & logo on all Event agenda	●	●	●	●	●	●
Sponsor color advertisement on Event agenda	BC FP	F/P	H/P	H/P	Q/P	
Sponsor name & logo on Event poster	●	●	●	●	●	●
Sponsor name & logo on all Event TV c.f.	●	●	●	●	●	●
Sponsor name & logo on Event print advertisement	●	●	●	●	●	●
Sponsor name & logo on www.la.worldjournal.com	●	●	●	●	●	●
½ page World Journal color feature exposures for sponsor's business	●	●	●			
Post Event centerfold pictorial coverage in World Journal(with two quarter page color AD)	●	●				

Each booth is equipped with one 6-amp/800 watts power outlet free of charge.



2015 Lunar New Year Festival

Industry Exclusive Sponsor \$50,000

A. Pre Event benefits

1. Sponsor's name & logo on Event announcement banner on streets (4 Locations in Monterey Park) 21 days before Event.
2. VIP at Event press conference and full recognition in press releases.
3. Guest speaker at Event press conference.
4. Sponsor's banner (10' x 3') exclusively at press conference.



B. Event on site benefits

1. Prime booth location and space.
(Catering to Sponsor's need. Max.4 booths)
2. Sponsor's name & logo banner on Event entrance balloon arch.
3. Sponsor's name & logo (Large) on Event stages backdrop.
4. Eight (8) vertical banners with sponsor's name & logo along Garvey Ave.
5. Sponsor to be identified at Event opening ceremony.
6. VIP at the ribbon cutting ceremony.
7. Guest speaker at the opening ceremony.
8. Sponsor to be announced 20 times on stages thru Event duration.
9. Four (4) Sponsor's stage time. (15 minutes each)
10. Dragon Dance performance in honor of sponsor.
11. Imprinted red envelopes with sponsor's name & logo.
12. Fortune God distribute imprinted Red Envelopes with Sponsor name & logo.
13. Gift copy of Event video for sponsor.



C. Media benefits

1. Sponsor's name & logo on all Event agenda.
2. Sponsor's Color advertisement on Event agenda. (Back cover full page)
3. Sponsor's name & logo on Event poster, pose out at Chinese supermarkets, book stores and restaurants.
4. Sponsor's name & logo on all Event print advertisement. (Prime spot)
5. Sponsor's name & logo on all Event TV c.f. (Prime space)
6. Sponsor's name & logo on www.la.worldjournal.com
7. ½ page World Journal color feature exposures for sponsor's business.
8. Post Event centerfold pictorial coverage in World Journal. (With 2 Quarter pages color AD)





2015 Lunar New Year Festival

Superior Sponsor \$35,000

A. Pre Event benefits

1. VIP at Event press conference and full recognition in press releases.
2. Sponsor's banner (10' x 3') exclusively at press conference.

B. Event on site benefits

1. Prime booth location and space.
(Catering to Sponsor's need. Max.4 booths)
2. Sponsor's name & logo banner on Event entrance balloon arch.
3. Sponsor's name & logo (Large) on Event stages backdrop.
4. Six (6) vertical banners with sponsor's name & logo along Garvey Ave.
5. Sponsor to be identified at Event opening ceremony.
6. VIP at the ribbon cutting ceremony.
7. Guest speaker at the opening ceremony.
8. Sponsor to be announced 18 times on stages thru Event duration.
9. Two (2) Sponsor's stage time. (15 minutes each)
10. Lion Dance performance in honor of sponsor.
11. Imprinted red envelopes with sponsor's name & logo.
12. Fortune God distribute imprinted Red Envelopes with Sponsor name & logo.
13. Gift copy of Event video for sponsor.



C. Media benefits

1. Sponsor's name & logo on all Event agenda.
2. Sponsor's Color advertisement on Event agenda. (full page)
3. Sponsor's name & logo on Event poster, pose out at Chinese supermarkets, book stores and restaurants.
4. Sponsor's name & logo on all Event print advertisement. (Prime spot)
5. Sponsor's name & logo on all Event TV c.f. (Prime space)
6. Sponsor's name & logo on www.la.worldjournal.com
7. ½ page World Journal color feature exposures for sponsor's business.
8. Post Event centerfold pictorial coverage in World Journal. (With 2 Quarter pages color AD)





2015 Lunar New Year Festival

Diamond Sponsor \$20,000

A. Pre Event benefits

1. VIP at Event press conference and full recognition in press releases.

B. Event on site benefits

1. Prime booth location and space. (Catering to Sponsor's need. Max. 4 booths)
2. Sponsor's name & logo on Event stages backdrop. (Medium)
3. Six (6) vertical banners with sponsor's name & logo along Garvey Ave.
4. Sponsor to be identified at Event opening ceremony.
5. VIP at the ribbon cutting ceremony.
6. Sponsor to be announced 16 times on stages thru Event duration.
7. Two (2) Sponsor's stage time. (15 minutes each)
8. Lion Dance performance in honor of sponsor.
9. Gift copy of Event video for sponsor.

C. Media benefits

1. Sponsor's name & logo on all Event agenda
2. Sponsor's Color advertisement on Event agenda (Half page)
3. Sponsor's name & logo on Event poster, pose out at Chinese supermarkets, many book stores and restaurants
4. Sponsor's name & logo on all Event print advertisement (Prime spot)
5. Sponsor's name & logo on all Event TV c.f. (Prime space)
6. Sponsor's name & logo on www.la.worldjournal.com
7. ½ page World Journal color feature exposures for sponsor's business





2015 Lunar New Year Festival

Jade Sponsor \$10,000

A. Event on site benefits

1. Prime booth location and space. (Catering to Sponsor's need. Max. 3 booths.)
2. Sponsor's name & logo on Event stages backdrop. (Medium)
3. Four (4) vertical banners with sponsor's name & logo along Garvey Ave.
4. Sponsor to be identified at Event opening ceremony.
5. Sponsor to be announced 12 times on stages thru Event duration.
6. Gift copy of Event video for sponsor.



B. Media benefits

1. Sponsor's name & logo on all Event agenda.
2. Sponsor's Color advertisement on Event agenda. (Half page)
3. Sponsor's name & logo on Event poster, pose out at Chinese Supermarkets, book stores and restaurant.
4. Sponsor's name & logo on all Event print advertisement (Prime spot)
5. Sponsor's name & logo on all Event TV c.f. (Prime space)
6. Sponsor's name & logo on www.la.worldjournal.com

Platinum Sponsor \$5,000

A. Event on site benefits

1. Prime booth location and space. (Catering to Sponsor's need. Max. 2 booths)
2. Sponsor's name & logo on Event stages backdrop. (Regular)
3. Two (2) vertical banners with sponsor's name & logo along Garvey Ave
4. Sponsor to be identified at Event opening ceremony
5. Sponsor to be announced 8 times on stages thru Event duration.



B. Media benefits

1. Sponsor's name & logo on all Event agenda
2. Sponsor's Color advertisement on Event agenda (Quarter page)
3. Sponsor's name & logo on Event poster, pose out at Chinese Supermarkets, many book stores and restaurants
4. Sponsor's name & logo on all Event print advertisement.
5. Sponsor's name & logo on all Event TV c.f.
6. Sponsor's name & logo on www.la.worldjournal.com





2015 Lunar New Year Festival

Gold Sponsor \$3,000

A. Event on site benefits

1. Prime location booth space. (Catering to Sponsor's need. 1 booth)
2. Sponsor's name & logo on Event stages backdrop. (Regular)
3. Two (2) Vertical banners with sponsor's name & logo along Garvey Ave.
4. Sponsor to be identified at Event opening ceremony

B. Media benefits

1. Sponsor's name & logo on all Event agenda
2. Sponsor's name & logo on Event poster, pose out at Chinese Supermarkets, many book stores, Restaurants
3. Sponsor's name & logo on all Event print advertisement.
4. Sponsor's name & logo on all Event TV c.f.
5. Sponsor's name & logo on www.la.worldjournal.com





Solo and multi-sponsorships of the 2015 Lunan New Year Festival

1. Sponsorship of the official Festival Red Envelopes at \$1,000

There will be 5,000 official red envelopes (5 pieces in a pack) for one sponsor to print its name & logo along with WJ name & logo. The sponsor may have free use of 1,000 official red envelopes. The remaining 4,000 will be given away at the festival.



2. Sponsorship of the Balloon Arches at \$5,000/each pole

Two sets of balloon Arch(each arch size 30 ft(W) x 15 ft(H) will be set up at both end of the event venue along Garvey Ave. as the main entrance symbol. Each sponsor can advertise their company name, logo & slogan on each Balloon Arch pole (Banner size at 4ft(W) x 8 ft(H).



3. Sponsorship of the Blimp Balloon or Air Dancer at \$5,000 each

Both Blimp Balloon and Air Dancer can imprint with sponsor's name, logo or slogan. They will be display at the prime locations during the whole event. After the event, each set is for sponsor to keep.



4. Sponsorship of "Year of the Sheep (Goat)" LED lantern at \$3,000 or \$5,000

Attractive designed "Year of the Sheep (Goat)" LED lantern will be give away at event. This is a excellent way to advertise your business. With the Silver Sponsor of \$3,000, there will be 500 pcs LED lantern imprinted with sponsors name & logo (100 pcs for sponsor to use). Gold sponsor of \$5,000 will have 1,000 pcs imprinted with sponsors name & logo(250 pcs for sponsor to use).



5. Solo sponsorship of the Festival PA system at \$ 5,000

The official Festival PA system will cover the venue along a section of seven blocks along Garvey Avenue of downtown Monterey Park.

A 5-minute public information announcement will be carried on the hour and will include the name & slogan/greetings of the sponsor. ("This announcement is sponsored by _____+ slogan/greeting). The sponsor will get 36 audio exposures (9 hrs X 2 exposures X 2 days).



Solo and multi-sponsorships of the 2015 Lunan New Year Festival

6. Solo sponsorship of the Wishing Tree(s) at the Festival venue at \$5,000

One or two Wishing Trees will be placed at the venue of the festival. A Wishing Tree typically appeals to the younger visitors who would write down a wish/blessing on a card and tie the card to the tree. Every card will carry sponsor's name & logo in printing. After the festival, World Journal will publish a full-page special to honor the most outstanding wishing cards in writing or drawing. This will give added exposures to the sponsor's name & logo.

7. Solo sponsorship of the official Festival Photo Contest at \$3,000

Visitors will be encouraged to take photos of the festival and take part in the contest. Prizes of camera or cash will be awarded to the winners of a dozen finalists. Sponsor's name and logo will be frequently exposed by World Journal as it conducts the publicity campaign for the festival. A half-page special will be published to honor the works of the winners as well as the sponsor's name & logo.

8. Multi-sponsorships of "L.A. Voice" Singing Contest (More detail sponsor information upon request)

The "L.A. Voice" Singing Contest held at the 2013 & 2014 Chinese New Year Festival were very successful and were multiply sponsored. It took two months to complete the preliminary and final rounds of the contest. A promotion campaign went on for even longer, during which names and logos of the sponsors were exposed frequently. World Journal expects the same procedure to take place for the 2015 contest.

Full-page and half-page Ads for the coming contest will be prepared soon. Sponsors will get more exposures during the promotion by signing up early.



Red envelope sponsorship does not including vendor booth provided.